



## Ocean Literacy Working Group

### Meeting Minutes

**Date:** 10/21/11

**Start Time:** 2:40 pm

**End Time:** 4:30 pm

**Meeting Method:** Conference Call

#### **Attendance:**

*Cheryl Shintani*- Hawai'i Department of Education Environmental Education Resources

*Linda Schubert*- The Nature Conservancy

*Judy Lemus* – Hawai'i Institute of Marine Biology

*Liz Kumabe* (chair)

*Pohai Kirkland*- Community Liaison for Hawaiian Monk Seal Recovery Action (Kaua'i)

*Jean Souza* (Kaua'i staff support)

*Micki Ream* (staff lead)

*Brenda Asuncion* (notetaker)

- Welcome and Roll Call
- Report from Sanctuary Advisory Council working group chairs' coordination meeting. Made a lot of connections, which makes a lot of sense since multiple working groups are trying to feed into one management plan.
  - The Native Hawaiian working group provided each of the other working groups a document with "action needed", and "potential sanctuary action" for each group.
  - Define PICCC (Pacific Islands Climate Change Cooperative), ICAP (Center for Island Climate Adaptation and Policy), TEK (Traditional Ecological Knowledge):
- Review Proposed Recommendations Report; look at document with incorporated tracked changes that people provided already.
  - "Need for action" section provides background, introductory information, how scoping comments were assessed, current status of education and outreach for the sanctuary. Hoping to back up and strengthen recommendations with information about what has been done, and then what could be done further.
    - Using descriptive outreach results (e.g., interactions, validations) could be stronger, rather than use numbers which sounds like a marketing campaign. Regardless, need to be certain of the use of solid numbers. Use "educating x people" rather than "reaching x people".
    - Several comments and suggestions to clarify "high-level" (*Contextual sentence: there is a clear need for action in a high-level, holistic way where strategies and specific education and outreach initiatives work together to achieve ocean literacy.*)
  - "Desired outcome" section
  - "Recommendations" section: (1)
    - Since all other working group chairs felt that they are connected to the tools of education and outreach, this explains / supports the first recommendation to

keep ocean literacy / education / outreach as a stand-alone category in the upcoming management plan.

- Collaboration is something that doesn't show up yet (even in the desired outcome sentence), but it's so important to education.
- Re: budgets, it's easier to retain something and save it from being slashed if it's integrated in other things.
- We're not considering just a tool, it's a goal because an ocean-literate public is its own objective...so how do you capture both aspects of ocean literacy education?
- Could #1 be the main overall idea, then 2, 3, etc...be specific recommendations?
- Agree, make #1 the standard, then place the other ones after, as benchmarks
- Hard to use the word "holistic" in the need for action, then have it exist as a stand-alone thing?
- Wanted to highlight the importance of #1 upfront since it's easy to have education items put on the side, and covered "elsewhere"
- "Recommendations" section: (3)
  - Tried to define the audience more, so that there is more distinction
- Clarification: "evaluate" has been changed to "assess" in order to avoid the requirement of having surveys, which are logistically difficult for the sanctuary to accomplish.
- Some of the short-term language seems like business as usual, not much meat / action.
  - Since the recommendations process is one that goes to the full advisory council, then to sanctuary management, broader ideas were put forth rather than concrete and specific action items
  - Maybe just stronger language, not necessarily has to be more specific. The short term steps need to lead to the desired outcomes, and be more connected.
  - Not much time was spent on the short-term goals (just listed the obvious, e.g., that content needs to be identified, strategies need to be assessed, etc) perhaps need to make stronger statement of where we plan to be in the short term?
  - Perhaps the mid- and long-term steps and goals actually do need to be included.
  - Why don't we choose topics and content, which should be achievable? Focus on one of the recommendations
- Trial editing session: #3 short-term goals. Give examples who the existing partners are, what are the established programs (so that people can know, since "implement new program ideas" is included), give example of what new program idea is, how it would be implemented. Don't need to list *everything*, just use "for example", etc. Also consider other words rather than "new" – "appropriate", "innovative"
  - Since these are recommendations, not sure if we should be putting in examples. Rather, include what is missing that needs to be changed, steps to accomplish this. Yes, this could get long...
  - Education group has a successful history, so it very well could be that there can be a "status quo" for certain programs...no need to make recommendations for all sanctuary programs.



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- Long term goal for #3: Increase number of complementary partners, programs for stewardship...by a certain number / percentage?
  - Should have justification for numbers like that...why, is it needed, is it possible?
- Note: many of the community organizations that are recently interacting with the sanctuary are interested because of potential activities that the sanctuary currently doesn't engage in, so it is certainly likely that the sanctuary can increase the number of its partners.
- "Identify and partner with place-based community groups on neighboring islands to help them achieve their complementary ocean literacy goals."
- Maybe discovery center facility in Kauai can be highlighted in these recommendations...build it out in x number of years, increase the center's capacity
  - Have been trying to tailor the center to the community's desires...can perhaps get summary information from consultant reports.
  - This is maybe a good example for #4 and / or #5. Nice way to reflect the uniqueness of a place, and also include the opportunity to build capacity for the future
  - 2014 is the goal for the facility, so this is probably short-term. Steps have already been taken to engage the community and build capacity...so this information may belong in the description, rather than the short-term goals below it.
  - Maybe the discovery center information can be a separate thing below all the 6 recommendations, since it touches on all of them. It could be an example of all how of the recommendations can be implemented.
- Short-term goals in #4: in the same way that the existing programs mentioned in #3 should be summarized, maybe a general summary of sanctuary programs (and number of audiences addressed) can be included as an appendix? Patty had provided the group with an overview (matrix?) of existing programs in a previous meeting.
- Short-term goals in #5: make stronger or descriptive? Should incorporate more about traditional ecological knowledge..."equitable understanding and utilization of TEK and western science regarding Hawaii's resources" This could be a short-term goal, because it won't be immediate, getting cultural experts together. Important to find sources that understand and can teach about specific places.
  - Also include Maui, Oahu, Kauai programming
  - Highlight place-based stewardship organizations in addition to experts
  - List of these kinds of organizations can be included in appendix too
- #6. Ocean Awareness is an example. Is there a list of current partnerships / relationships / collaborators, that could also be included in the appendix? There is one on the web that can be a starting point, probably needs updating.
  - Does collaboration imply funding? Not necessarily.
  - Does the use of the word "collaborate" need to be more specific in terms of what is being exchanged / offered?
  - Can just highlight "in-kind" facet as well.
  - Can also include effectiveness here; don't see it anywhere else in the document.



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- The concept of collaboration can incorporate all other recommendations.
  - “Process” section can just accept tracked changes, good to have explanation of history, process, and methodology, for people who weren’t involved the whole way.
  - “References” section: can include peoples’ organizations as affiliates? Would show that people are a part of a larger network that also supports this.
- Timeline and next steps: Document needs to be submitted to sanctuary advisory council coordinator by October 28. Executive committee will review and compile all working group documents, distribute for sanctuary advisory council meeting in January. Will be in touch with revisions by early next week.